Telling the Good News About TRICARE

A Guide for MTF and Clinic Communicators

SESSION VII Track 1 Communications
0900-1000 Thursday, Nov. 4, 1999

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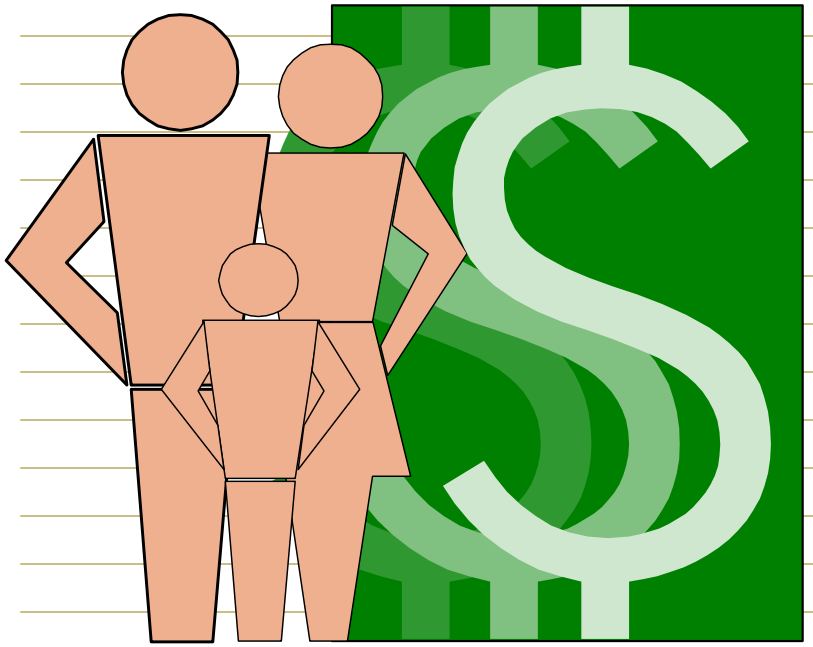
National Naval Medical Center

The confidence factor



- To communicate positively about any topic, you must first understand and embrace it.
- ✓ It’s improving care
- ✓ It’s saving money, theirs and ours

TRICARE

There is a lot of good news!

- Your job is not to convince, but to collect and report the untold good stories about TRICARE.

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Why is the good news so important?

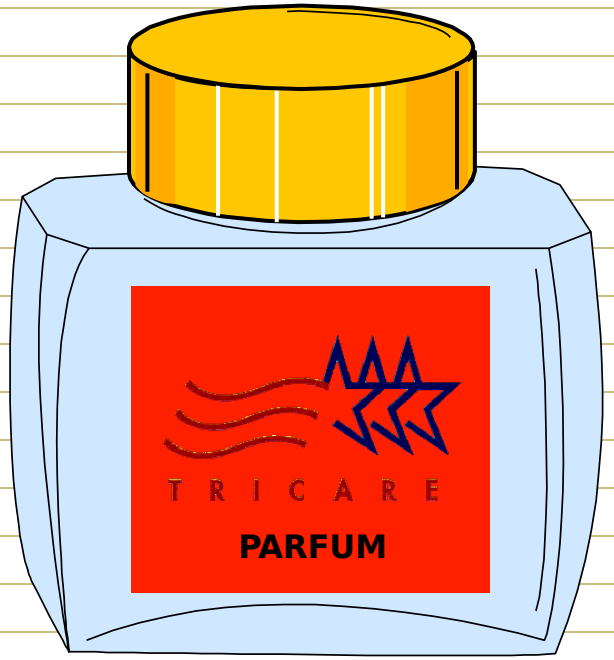
- "We can empower our beneficiaries to improve the quality of their lives by encouraging them to embrace and use TRICARE."

-- Dr. James Sears, Executive Director, TMA.

TRICARE

Do you have a nose for news?

- Sometimes you have to sniff it out!



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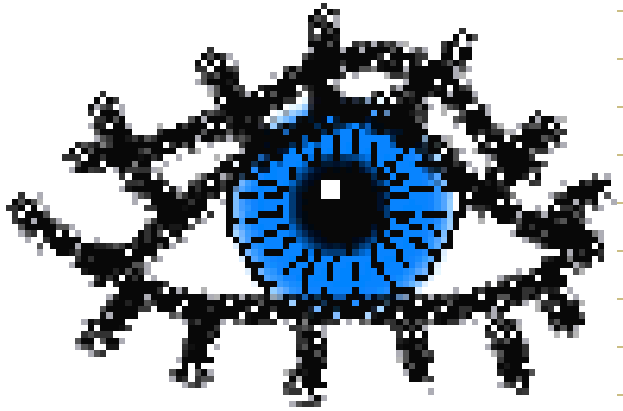
Look around you!

- In general, TRICARE is successfully working all around us.



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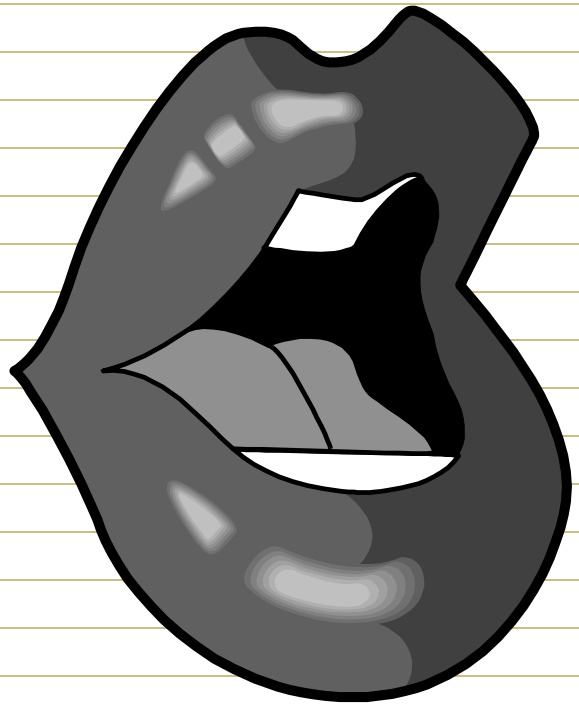
Communication is a two-way street!



- Happy (and unhappy) customers tell others, but they usually don’t tell us--unless we ask!

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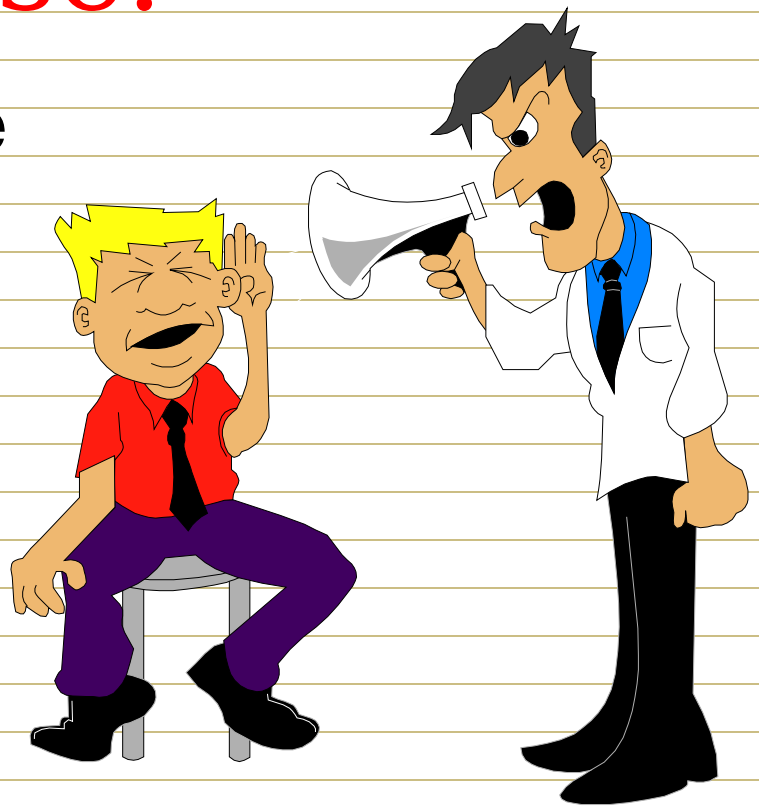
Big changes cause a lot of noise.

- Managed care is unpopular and there are a lot of negative attitudes to overcome in the civilian sector as well as in the military.



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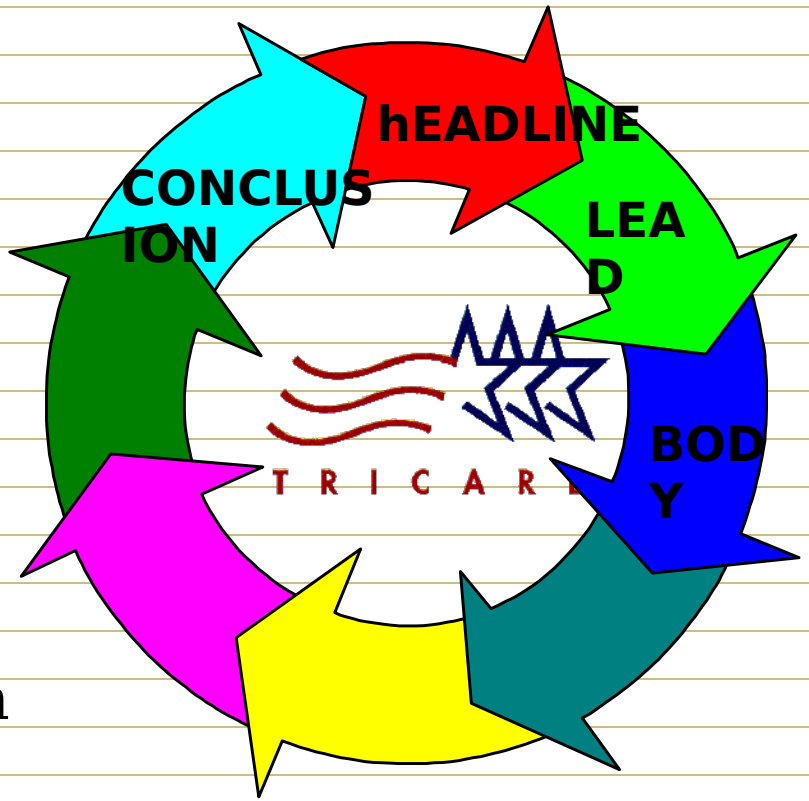
And now, for the good news

- There’s more to the story than what you hear!

Anatomy of a good news story

- The headline: What's your point?
- The lead: Capture the reader's interest
- The body: Develop the idea; provide background, keep TRICARE at the center
- The conclusion: Bring it full circle
- Edit, simplify, edit again



Notes:

There's a lot of good news about TRICARE.

Pass it on!